

527116

2003

(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(19) World Intellectual Property
Organization
International Bureau



(43) International Publication Date
25 March 2004 (25.03.2004)

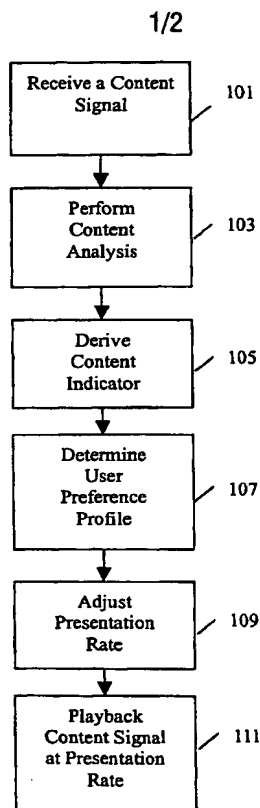
PCT

(10) International Publication Number
WO 2004/025953 A1

- (51) International Patent Classification: **H04N 5/76**
- (21) International Application Number: **PCT/IB2003/003515**
- (22) International Filing Date: **6 August 2003 (06.08.2003)**
- (25) Filing Language: **English**
- (26) Publication Language: **English**
- (30) Priority Data:
02078781.8 13 September 2002 (13.09.2002) EP
- (71) Applicant (for all designated States except US): **KONINKLIJKE PHILIPS ELECTRONICS N.V. [NL/NL]; Groenewoudseweg 1, NL-5621 BA Eindhoven (NL).**
- (72) Inventor; and
- (75) Inventor/Applicant (for US only): **AARTS, Ronaldus, M. [NL/NL]; c/o Prof. Holstlaan 6, NL-5656 AA Eindhoven (NL).**
- (74) Agent: **GROENENDAAL, Antonius, W., M.; Philips Intellectual Property & Standards, Prof. Holstlaan 6, NL-5656 AA Eindhoven (NL).**
- (81) Designated States (national): **AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, YU, ZA, ZM, ZW.**
- (84) Designated States (regional): **ARIPO patent (GH, GM, KE, LS, MW, MZ, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IT, LU, MC, NL, PT, RO, SE, SI, SK, TR), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).**

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(54) Title: **A METHOD AND APPARATUS FOR CONTENT PRESENTATION**



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(57) Abstract: The invention relates to a system for content presentation of content signals such as video signals. A content presentation apparatus comprises a content signal receiver (201) receiving a content signal from a content source (203). The signal is stored in a memory (205). The memory is connected to a content analyser (207) which analyses the content and determines to which category of content this belongs. The apparatus further comprises a user preference profile processor (211) which determines a preferred presentation rate for different categories of content in response to a user input or a previous user behaviour. A playback controller (213) controls the playback of the content by setting the presentation rate to the preferred presentation rate of the user preference profile for the content category identified. Specifically, the invention provides for e.g. a fast forward button which fast forwards through unwanted content but plays at normal rate during user preferred content.

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